

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : Hidetoshi Ichioka  
Serial No. : 09/916,002  
For : CONTENT-EXHIBITION CONTROL APPARATUS  
AND METHOD  
Filed : July 26, 2001  
Examiner : Shepard, Justin E.  
Art Unit : 2623  
Confirmation No. : 1131

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**CERTIFICATE OF ELECTRONIC FILING**

I hereby certify that this correspondence is being transmitted via  
Electronic Filing Services on August 29, 2007.

DeAndre Breeland  
(Name of person signing transmittal)

Signature

August 29, 2007

Date of Signature

**AMENDMENT UNDER 37 C.F.R. § 1.121  
AND PETITION FOR EXTENSION OF TIME**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Non-Final Office Action mailed on May 8, 2007, Applicant hereby petitions for a one-month extension-of-time, extending the period for response to September 8, 2007. Applicants enclose herewith an electronic payment in the amount of

\$120.00 as payment of the extension-of-time fee. Please amend the above-identified application as follows.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this paper.

**Remarks/Arguments** begin on page 6 of this paper.